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GROUP MEMBERS: CLEAR CHANNEL RADIO, INC

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CENTRAL INDEX KEY:	0000922503
STANDARD INDUSTRIAL CLASSIFICATION:	RADIO BROADCASTING STATIONS (4832)
IRS NUMBER:	990113417
STATE OF INCORPORATION:	DE
FISCAL YEAR END:	0930

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CITY:	LAS VEGAS
STATE:	NV
ZIP:	89603
BUSINESS PHONE:	7023673322

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COMPANY DATA:

COMPANY CONFORMED NAME:	CLEAR CHANNEL COMMUNICATIONS INC
CENTRAL INDEX KEY:	0000739708
STANDARD INDUSTRIAL CLASSIFICATION:	RADIO BROADCASTING STATIONS (4832)
IRS NUMBER:	741787539
STATE OF INCORPORATION:	TX
FISCAL YEAR END:	1231

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ZIP:	78216
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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

terms of the proposed Merger, Clear Channel would convert its Class A common stock in Heftel into newly authorized non-voting Class B common stock. Additionally, it is anticipated that Clear Channel's ownership in excess of 30% of the outstanding shares of common stock of Heftel would be transferred to Heftel. Clear Channel would receive an option to reacquire such shares from Heftel subject to FCC approval.

The combined Heftel/TMS company (New Heftel) would be the only Spanish-language radio company to own and operate Spanish-language radio stations in each of the top-ten Hispanic markets in the United States. New Heftel would own the top rated Spanish-language radio station in eight of the top ten Hispanic markets and would own the top rated radio station in any format in four of the top ten markets (Los Angeles, San Antonio, El Paso, and McAllen/Brownsville/Harlingen) among Adults 25-54 years old. McHenry Tichenor, Jr. would become the Chief Executive Officer of New Heftel which would be headquartered in Dallas, Texas.

Mr. Hays said, "We went forward with the tender offer for Heftel based on a strong belief in Spanish-language radio and the fact that we were uniquely positioned to consolidate the business. We view the merger of Heftel and Tichenor Media System as the most essential step in the process of consolidating the Spanish-language radio industry. We believe that New Heftel's strategic position and the Tichenor management team will create a platform to be a leader in Spanish-language radio. Under Mac Tichenor's management, Tichenor Media System commands the largest audience and revenue Share of any Spanish-language radio operator in each of its markets. TMS primarily did it the hard way, by acquiring and converting English-formatted stations to tap-rated Spanish-language stations. In so doing, TMS has provided its shareholders a superior return, and we are optimistic that our investment in New Heftel will continue to increase in value under Mac's leadership."

Mr. Tichenor said, "The combination of Heftel and Tichenor Media System will

<PAGE> 3  
create the largest Spanish-language radio broadcaster in the United States and the only one with a presence in each of the top ten Hispanic markets. We believe that the combination of these two highly successful, quality-driven companies will allow us to offer exciting and unprecedented opportunities to our audiences, advertisers, employees and shareholders."

New Heftel's radio stations will reach approximately 17.3 million Hispanics, or approximately 63% of the total Hispanic population in the United States. Hispanic households on average are larger, younger and growing faster in number than Non-Hispanic households. As a result, Hispanic-related consumer expenditures are expected to outpace the growth in total consumer expenditures in the United States, and Hispanic advertising revenues are expected to grow at a faster rate than radio advertising revenues in the general market.

subsequent to the Merger, New Heftel will be the leading Spanish-language radio company in the United States. The stations of the merged company, including pending acquisitions, will be as follows:

<TABLE>  
<CAPTION>  
HISPANIC

MARKET RANK	CITY	HISPANIC POPULATION	HEFTEL STATIONS	TICHENOR STATIONS
<S>	<C>	<C>	<C>	<C>
1	Los Angeles	6,012,000	KLVE-FM, KTNQ-AM	
2	New York	3,278,000	WADO-AM, WPAT-AM	
3	Miami	1,358,000	WAMR-FM, WRTO-FM WAQI-AM, WQBA-AM	
4	San Francisco	1,120,000		KSOL-FM, KYLZ-FM(a)
5	Chicago	1,106,000	WLXX-AM	WOJO-FM, WIND-M
6	Houston	1,078,000		KLTN-FM, KLAT-AM KLTP-FM, KRTX-FM KLTO-FM, KMPQ-AM
1	San Antonio	1,018,000		KXTN-FM, KROM-FM KCOR-AM, KXTN-M
8	McAllen/Brownsville/ Harlingen	803,000		KIWW-FM, KGBT-M KQXX-FM





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Industry Broadcasting  
August 14, 1996  
BC1744

Harry J. DeMott III 212 909-3260  
Brendan Maher 212 909-4754

**SMALL CAP**

## Heftel Broadcasting

The King of Spanish Broadcasting

HBCCA

- Best play on Spanish-language broadcasting.
- Will be the consolidation vehicle for Hispanic media.
- Large market focus
- Initiating coverage with a Buy recommendation.
- 12-month target price: \$40.

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## Heftel Broadcasting

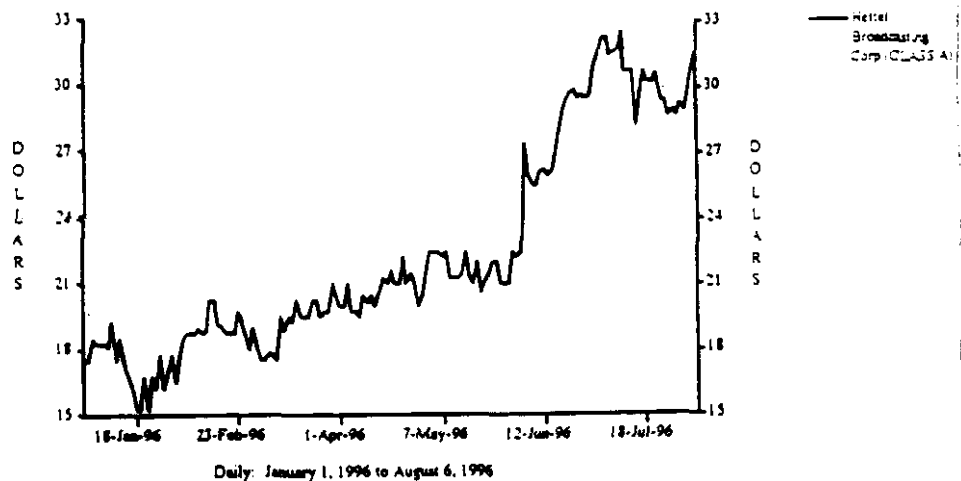
Initiating Coverage of Heftel  
with a BUY Rating.

Price 8/13/96	Target (12 Months)	Dividend	Yield	Mkt. Value (Millions)	52-Week Price Range
32 1/4	\$40	—	—	\$560.1	\$34 1/4 - 33 1/4
	Annual EPS	Prev. Est.	Abs. P/E	Rel. P/E	After-Tax Cash Flow/Share
12/97E	\$0.56		32.0X	173%	\$1.16
12/96E	2.171		51.5	255	1.49
12/95A	0.34		89.3	417	0.78
	March	June	September	December	Fiscal Year End
1997E	\$10.011	\$0.19	\$0.23	\$0.15	Dec. 31
Common Shares	17.3 mil				
Book Value/Share (3/96)	NM		Est. 5-Year EPS Growth		1.1X
Return on Equity (3/96)	NM		Est. 5-Year Dividend Growth		—
Debt/Total Capital (3/96)	NM		Total Debt (Pro Forma)		\$0.10 -

On 8/13/96 DJIA closed at 5647.3 and S&P Industrials at 780.46.  
NM = Not meaningful.

### Stock Price Performance

#### Closing Price



KS 024900



# Viewpoint

We are initiating coverage of Heftel Broadcasting (HBCCA) with a Buy recommendation. Our 12-month target price for the stock is \$40.

The "New Heftel" is a pure-play radio station operator, which will own or operate 34 stations in each of the top ten Spanish markets. These are exclusively in Hispanic formats, making Heftel the largest Spanish language operator in the country.

Investment positives include:

- **Spanish Language Format:** Spanish language radio is growing far faster than non-Spanish radio. Over the past ten years, Spanish-formatted stations have grown revenues by 13% per year versus some 8% for the industry as a whole. That 13% is now accelerating, as the Spanish market consolidates and broadcasters reach a critical mass.
- **Largest Broadcaster in This Market:** With an estimated \$30 million in pro forma broadcast cash flow in 1997, and with 34 stations, Heftel is the largest Spanish language broadcaster in the U.S. The stock market has always paid a premium for a leader in a field, and HBCCA is just that—a leader.
- **Large Market Focus:** As most of the Spanish-speaking population is located in a number of large urban markets, Hispanic broadcasting tends to be concentrated in these areas. The market generally views large market broadcasters in a better light than their small market brethren, and Heftel should therefore benefit from this bias.
- **Clear Channel Connection:** After the expected addition of Tichenor Media, CCU will hold a minimum of 42% of the fully diluted HBCCA shares. The opportunity to invest alongside Clear is too good to pass up. Heftel should over time, trade

much like Clear Channel, except that Spanish language broadcasting is growing faster than non-Spanish broadcasting, arguing perhaps for an even higher multiple.

- **Consolidation:** With CCU involved, there is little doubt in our minds that Heftel will continue to be the consolidator of Hispanic broadcasting in the U.S. In addition, the company may move south of the border, growing its business into Mexico, Latin America, and South America. Consolidators have enjoyed premium multiples in the market, and Heftel should be viewed as just such an animal.

Of course, there are some concerns:

- **Consolidation:** If HBCCA is unable to consolidate in the markets, then it will be viewed as its own. While we view the stock as attractive even without acquisitions, the company cannot hope to get a premium multiple without them, despite its pre-eminence in the fast-growing Hispanic niche.

At \$30, the stock currently trades at 14.8x pro forma times our calendar 1997 broadcast cash flow estimate. We feel the stock should trade more in line with other consolidators. If Heftel simply splits the difference between its current after-tax cash flow multiple and that of other consolidators like CCU, the stock would be at 13x per share. On a 1997 broadcast cash flow basis, this same analysis yields a \$35 implied price.

Since we are not smart enough to quibble over a dollar or two, we have set our immediate price target at 135. Looking out a year further, our price target is \$40. Considering CCU's demand for a 20% return on equity in all of its dealings, investors at \$30 should certainly earn an above-market return over the next few years.

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# Hefel Broadcasting

## Description

The following is a description of Hefel's core properties

Table 1  
Hefel Station Lineup

Market	Call Letters	AM/FM	Format
New York	WADO	AM	Spanish
Los Angeles	KTNO	AM	Spanish
	WPAT	AM	Spanish
Chicago	WLXX	AM	Spanish
Dallas	KESG	AM	Telano
	KICI	AM	Telano
	KMRT	AM	Spanish
	KCKK	FM	Telano
	KHCK	FM	Telano
Miami	WAQI	AM	Spanish
	WQBA	AM	Spanish
	WGBA	FM	Spanish
	WATO	FM	Spanish
Nassau-Suffolk	WGVI	AM	Dark
Las Vegas	KLSQ	AM	Spanish
Source: NIA			

As witnessed by the above table, all of Hefel's formats are Spanish language oriented; however, there are some subtle differences in programming. The primary divisions of Hispanic music in the U.S. are the Caribbean music found in Miami and most of the East Coast, and the Mexican-influenced music of Texas and California. In addition, there are also some subtle differences between Mexican music and that of other Latin American countries. Musical types such as banda, norte, and tejano are all forms of Mexican-influenced music. These can be found at Hefel's Los Angeles station as well as at its Texas properties. Salsa music and Latin ballads are more often associated with Caribbean influences, particularly Puerto Rico. As such, these formats are found on Hefel's stations in New York and Miami.

Los Angeles is the primary driver behind Hefel. The banda/ballads station KLVE has moved up steadily through the ranks, overcoming Spanish Broadcasting's (SBS) cash cow, KLAX, and becoming the number-one-ranked station in the market.

Los Angeles is a city of over 6 million people of Hispanic origin, with just over ten stations truly serving this constituency. KLVE is the only full market FM signal of the ten. While Hefel operates this station quite well from a programming side, the station remains undersold relative to its position in the market, and has significant room for margin improvement.

We estimate that the station operates at margins in the high-40s, while Clear Channel operates much more costly formats in far smaller markets with over 60% margins. Spanish programming is not particularly expensive, and there is no reason for this station not to have higher margins.

The only real competition in the market is the Spanish Broadcasting station, and that company has had its ratings halved in the past year. It will take some time for this competition to heat up again.

New York

The New York market has roughly 3 million Spanish speakers, and only four real stations to serve them. It is as if San Francisco only had four radio stations for the whole city. On the FM dial, Spanish Broadcasting owns two stations, with Hefel relegated to the AM dial. The company makes excellent money off these stations, but until the company can attain a viable FM signal, the field belongs to SBS. We have included HBCCA's AM station in Nassau County to this section, although the station is merely a construction permit at the current time, and has a signal too weak to do any meaningful programming on its own.

It is unlikely that Hefel will be able to enter New York on the FM dial, unless it manages to purchase or merge with SBS. The competition for signals is extremely keen, with the last two available FMs trading for \$83 million and \$90 million, respectively. With SBS being one of the buyers, respectively, the company will relinquish the property for less than that figure. It is also unlikely that any company would pay that much money to become the third Spanish competitor in the market.

Dallas

Hefel has a Spanish fortress in Dallas, with a total of six signals, three FM and three AM. The Dallas market is populated by at about 1 million Spanish speakers, and is served by only seven stations



We believe that there are both revenue and margin improvements available in Dallas. The opportunities for further expansion in this market are slim, as the market for stations is highly competitive and the cost of stations equally high. Heftel's best chance for additional signals is some sort of swap with an existing player or capitalizing on the looming Westinghouse dispositions. However, given its dominance in the market, we don't feel that further expansion is necessarily needed.

#### Miami

Miami is certainly one of the most interesting markets as concerns Spanish language radio. The market is considered a must-have for broadcasters, despite the cutthroat competition that has evolved here. There are perhaps 1.4 million people of Hispanic origin, yet there are over ten stations serving this community. This makes little sense to us.

The market is currently led by Russ Oasis, whose two stations probably cash flow in excess of \$10 million. (Not bad for a \$30 million investment.) SBS has a station in the market that likely loses money. Heftel, despite its larger revenue base, does not do much better. The company probably has \$50 million worth of stick stations in the market, and certainly needs no more.

Its two FM stations are respectable competitors in the market and provide niche programming to the Spanish language community. These stations have meaningful positive cash flow. The AM stations are another matter entirely. In the first few months of this year, these AM properties sold \$5 million of advertising. Unfortunately, costs matched expenses, including substantial promotional spending. We expect to see a return to positive cash flow under new management.

The best opportunity for Heftel might just be to bite the bullet and purchase Oasis, taking the Heftel stations out of the format and easing competition for listeners in the market.

#### Las Vegas

While the Spanish-speaking population of Las Vegas is not large, there are plenty of Spanish-speaking tourists who visit the Mecca of gaming. Heftel's station in the market is marginal at best, and will probably be sold to a player like American

Radio Systems that is consolidating the market. In the meantime, the station hums along nicely, doing perhaps \$100,000 in cash flow per year.

#### Heftel Network

Heftel also programs and operates a Hispanic network. While this concept certainly makes sense, the results to date don't fully do it justice. Currently, the network is losing some \$2 million per year, and with the limited station lineup available to the former Heftel management, a turnaround seems unlikely.

Our best guess is that new management will bare back costs until it consolidates a sufficient percentage of the market, and then, and only then, resurrect the network in a more limited form.

#### Management: Already in Town

The question of who will run this company was answered on July 9 when Heftel announced its intended merger with Dallas's Tichenor Media System. HBCCA confirmed our suspicions that it would either purchase or merge Tichenor Media into Heftel, and turn the reins of the company over to MacHenry "Mac" Tichenor. Clearly, the managers at CCU have little Spanish-broadcasting experience, and do not profess an expertise in the subject. This happens to be one of the strengths of CCU management: the ability to realize where their strengths lie, and when lacking an ability, finding someone with the requisite talents.

The Tichenor group was started many years ago (in the 1950s) by the grandfather of "Mac" Tichenor. The company is located in Dallas, and will probably throw off some \$14 million in cash flow in 1997, before losses from two start-up stations and an emerging Spanish language version of MTV.

The important thing about this deal is the level of trust between the two family-run companies. Despite public shareholders, CCU is run very much in a private mold with an emphasis on increasing shareholder value, and investors have benefited through the years. The Mays family is known as being excellent broadcasters in all senses, and are thought of as honest, personable people with whom to do business. The same could be said for the Tichenors, although they have not expanded nearly as far.

This is truly a match made in broadcasting heaven.



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The most impressive fact about this combination is that Hefel will have the dominant Spanish language presence in eight of the top ten Spanish language markets. Only Miami (Oasis) and New York (SBS) would remain to be consolidated in a truly meaningful fashion. Oasis should be a seller in the long run, as it already announced a deal with Paxson, only to have it fall apart. SBS could be a tougher nut to crack. Management here has ambitious expansion plans and could demand an extremely hefty price for the only FM-FM Spanish duopoly in New York. Recently, however, SBS has fallen on tough times, which could ameliorate the process.

Table 2

Tichenor Media Station Lineup

Market	Call Letters	AM	FM
Chicago	WIND	AM	3
	WGOJ	AM	3
	KSOL	FM	4
San Francisco	KLAT	AM	9
	KMPQ	AM	9
	KLTN	FM	3
San Antonio	KCOR	AM	34
	KROM	FM	34
	KXTN	AM	34
	KXTN	FM	34
McAllen-Brownsville	KGBT	AM	66
	KIWW	FM	66
	KBNV	FM	72
	KBNV	AM	72
El Paso	KAMA	AM	72

The Spanish Opportunity

With Clear Channel entering the Spanish language business, many more people will begin to wonder what the exact opportunity is. To us, it is vast.

Currently, more than 10% of the U.S. population (29 million) is Spanish speaking by birth, with a larger number of bilingual Spanish speakers, and plenty of immigrants that the census simply doesn't count. This population is growing anywhere from 3 to 5 times as quickly as the Caucasian population, and its demographics are getting better.

Table 3

Top Ten U.S. Hispanic Markets

Market	Population	% of U.S. Hispanic pop.
Los Angeles	5,012,300	22.1%
New York	3,279,100	12.0
Miami	1,358,100	5.0
San Francisco-San Jose	1,120,100	4.1
Chicago	1,093,900	4.1
Houston	1,078,600	4.0
San Antonio	1,019,000	3.7
McAllen-Brownsville	903,900	3.0
Dallas-Fort Worth	740,000	2.7
El Paso	544,800	2.4

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CR: 1997 estimates

Of the almost \$12 billion of radio advertising Hefel has grown by over 15% per year for the last ten years, the disparity between the population size and the advertising levels is stark. A properly consolidated market will go a long way to redressing this. For years, it was simple to overlook Spanish advertising, because it was difficult to target audiences, there was no developed television or radio operators with the critical mass to demand attention, and the demographics were perceived to be poor. Today, however, the Spanish community carries \$550 billion in buying power, representing over 3 million households. Clearly an opportunity that cannot be ignored. Hefel's consolidation of the business should substantially change this.

By using Hefel as a consolidation vehicle, there is no reason why the company could not do 80% of the revenues and produce some \$80 million in cash flow in the near future. We estimate that the top three players in Spanish broadcasting—Hefel, Spanish Broadcasting, and Oasis—will cash flow almost \$90 million between them in 1997. Add in other marginal players and the number starts to reach \$100 million. By simply consolidating these players, stopping the harmful competition, and serving the markets better, HBCA could get advertisers to move from a 1.7% weighting in the market to a 3.9% weighting. This change, coupled with the margins we expect, could produce almost \$250 million of cash flow in the near future.

### Did We Mention Television?

Beyond the obvious consolidation in radio, there are enormous opportunities in other media, most prominently in television. Both Telemundo (TLMD) and Univision (soon to be public) have television stations in the largest markets in the country and are generally butting heads over programming. A rationalization in this market would be beneficial to all involved, and if this rationalization spilled over into radio, the benefits would be magnified.

The ability for any operator to cross-promote is exciting, but in a market like this Spanish broadcasting market, these opportunities are magnified by the lack of outlets. The fact that no Hispanic broadcaster has reached the critical mass to drive meaningful pricing increases stresses the need for a consolidation in Hispanic media that crosses media boundaries. With CCU in the mix with the owners of Telemundo, who are financial in nature, and Univision, who are linked to other large and powerful Hispanic broadcasters, there is a good chance that the economic opportunities will prevail on the players to work in unison.

### The Tender

CCU's tender for all outstanding shares of Heftel at \$23 per share expired on August 5. A puzzling sum of almost 300,000 shares was tendered and not withdrawn. As a result, CCU now owns 7.3 million shares of Heftel Class A voting stock, representing 63% of the outstanding shares.

With so much opportunity, the question of why CCU was willing to let 37% slip through its fingers certainly comes up. The answer is CCU wants to keep the company separate as a consolidation vehicle for this marketplace. In addition, it will use the public currency to compensate the management it brings in (i.e., Tichenor) through stock in a pure-play Hispanic broadcaster, not a small subsidiary of a larger broadcast entity. In fact, we believe the separate stock was critical in the ability to merge Tichenor with Heftel.

What many people don't understand about the Spanish broadcast market is that it is dominated by family-owned-and-operated companies. These companies wish to remain in "friendly" hands, and the ability for CCU to help realize each manager's dream of a large Hispanic broadcasting empire is powerful.

We believe that many owners, including CCU, realize that it is better to be a smaller owner of a blockbuster investment than a full owner of an okay investment. A consolidated Hispanic broadcasting investment is truly a blockbuster, yet no one but a CCU could put it together. If the other companies could, they would have. If Evergreen Media were confident in its ability to put together all the pieces, it would have topped CCU's bid. It is only because CCU is able to bring together parties that would, otherwise wish to fight that the opportunity is so vast.

### Financials

#### The Past: 1996

We are taking the view that 1996 is done with and that investors should take the long view and focus on 1997. The company, which had a September year-end, will be a calendar year company going forward.

1996 will have seven months under the former management team. It should include plenty of losses from the network, severance costs for the current management on top of the cash they are being paid for their stock holdings, and other noncash restructuring charges. We have assumed that Tichenor gets folded in at the end of first quarter 1997, although, if we were the betting types, we'd wager that HBCCA will do a deal or two by year-end.

In addition, it is likely that CCU will renegotiate the bank debt, resulting in more one-time charges relating to unamortized bank fees. In other words, 1996 will be a big financial mess, with little revealing information for the investor.

What should be revealing is the market positions of the stations and the revenues and cash flows that they generate at the station level, if one were able to strip out extraneous costs, which we're not fully confident we can do.

That all being said, or written as the case is, net revenues should be in the \$80 million range with margins at the stations in the 35% range, leaving broadcast cash flow of \$24 million. This, of course, includes some \$2 million of losses associated with the network. All of these figures are for calendar year 1996.



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## Heftel Broadcasting

Corporate overhead, depending on whether or not the severance costs are included, will be variously \$4 million or \$14 million, far too high for a company of this size. Depreciation and amortization should come in at the \$6 million range. Interest expenses, pegged at LIBOR plus 200 basis points, could be almost \$10 million, on the roughly \$135 million in debt outstanding.

Earnings per share, without all the charges, could be \$0.59, however, with the charges taken, the company will show a loss of at least \$1.10 per share—and probably more.

Without the extra items, after-tax cash flow per share could be in the \$1.15 range, up 46% from the year before.



### The Near Present: 1997

1997 will be the Arx year that both Heftel and Tichenor assets fall under common control and we believe CCU's influence during the budgeting cycle—usually October or November—will be beneficial.

We are expecting pro forma revenues to aggregate \$130 million. If there is work to be done, it is on the cost line. We are estimating costs to be flat to down, as the company cuts back promotion to a more reasonable level, sheds most of the losses at the network, and reins in management expenses.

A company operating 30+ stations in the size markers that Heftel is in should have a minimum of a 50% broadcast cash flow margin as a goal. We expect HBCCA to bring margins to the 40% range in 1997, driving cash flow to \$50 million pro forma.

With Tichenor, the combined company should have corporate overhead in the \$4 million range. Interest rates should come down to LIBOR plus 150 to 200 basis points, amounting to roughly \$16 million. Depreciation and amortization should continue in the \$11 million range.

The company has \$15 million in NOL available for its use, but with the change in control, there is a possibility that HBCCA will be limited in their use. We have kept a 42% tax rate in our model from a reported basis, and have then subtracted roughly \$1 million to show the effect of the NOL. We do recapture some of this tax effect on the cash flow statement.

The net result of this financial report could be earnings per share in the \$0.95 range and, more importantly, after-tax cash flow in the \$1.50 range, up some 40% from 1996.

Since Tichenor won't be folded in until the end of the first quarter, the actual reported numbers will be different. Broadcast cash flow should be in the \$40 million range, with EPS and ATCF coming in at \$0.56 and \$1.19, respectively.

### Financial Dreaming: Acquisitions Galore

It is an interesting exercise to look at the company as if Heftel were able to complete all of the deals mentioned in this report. Pro forma broadcast cash flow for Heftel plus Tichenor and Oasis could top \$60 million in 1997. Assuming the same corporate overhead as before, we get to an EBITDA number of \$58 million.

Assuming Heftel purchases the Oasis assets for cash adds an estimated \$100 million in debt. Depreciation and amortization would mushroom to \$21 million, leaving \$11 million in pretax income.

After-tax cash flow per share would therefore be in the \$1.75 range. With a CCU-like multiple on a broadcast cash flow number of \$60 million, the stock could trade over \$42 per share within a year.

### Cash Flows

Heftel is still a radio company and, as such, suffers from a severe glut of free cash flow. In so much as both CAPEX and working capital here are minimal, and that working capital needs are quite small, free cash flow generation and, therefore, debt paydown should be prodigious. In fact, the company retains some \$10 million in working capital in the deal, partially offsetting the \$10 million in net severance paid to exiting management.

We have taken the NOLs in an aggressive fashion, recapturing most of the tax benefits in the first three years. In addition, we have used all free cash available to pay down debt.

From this we expect some \$1.17 per share in free cash flow to be generated by the company in 1996, despite the setbacks. This number should grow nicely to over \$1.42 per share in 1997, when the company will hopefully start hemorrhaging free cash.

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Valuation

At its current price, Heftel trades at roughly 14.8x our calendar 1997 broadcast cash flow estimate. CCU, in contrast, trades at 16.3 times our 1997 estimate. One could argue that CCU was overvalued and Heftel correctly priced, but we wouldn't dare. We are firm believers that CCU deserves every multiple point it gets, and that HBCCA will start trading more like CCU and less like its former self. If the market merely accords it a multiple halfway between itself and CCU, the stock should be \$33 today, moving up to \$40 in 12 months.

On an after-tax cash flow basis, the case is equally compelling. Looking at our 1997 estimate of \$1.58 per share gives us a price target in the \$33 range today, moving up to \$39 in 12 months on the \$1.76 expectation for 1998.

discounted cash flow analysis also confirms that the stock is currently undervalued. Using a 20-year DCF with 7.5% long-term growth in free cash flow yields a price target in excess of \$40. Given the growth in Spanish broadcasting, we would expect this to be low.

Based on these factors, we feel that HBCCA should trade in the mid \$30s today, moving up to \$40 within 12 months.

Some Philosophy On Valuation

Since we have recently been involved in an offering for CCU, the question of what is the proper way to value these companies certainly has come up. We view free cash flow as the best method, but barring all the calculations, multiples of after-tax cash flow work fine as well. Essentially, a multiple of after-tax cash flow takes into account the absolute level of cash being generated today, the likely growth rate of that cash flow in the future, and a terminal growth multiple of that free cash flow discounted back into today's dollars.

As such, it is a handy shortcut. We would argue strenuously that CCU deserves the multiple it gets for a few simple reasons: it has grown after-tax cash flow at over 40% for the past five years, and 1997 is likely to be no different. The company has market positions that are the envy of the industry, making that growth all the more predictable, thus increasing the multiple that one might pay for that stream. In addition, and of paramount importance, is the fact that CCU has been able to reinvest capital in high return businesses, especially this year giving investors confidence that the growth rate will continue far beyond 1997. Doing a long-term discounted cash flow analysis shows that the market is imputing a 12% growth rate in free cash flow from current assets long into the future. As the company is now set up, this is entirely possible, especially if one considers the possibilities of releverage and stock buybacks.

So how does this relate to Heftel? In every way.

We are arguing for a higher after-tax cash flow multiple for the company. Demographics dictate that revenues at this company should grow faster than at CCU, all things being equal. With the same ~~as~~ it controls, cash flow should grow faster as well. Competition is less fervent in this sector, arguing for a long competitive advantage period. This is especially true if HBCCA is able to consolidate the market, as we expect it will. Thus, HBCCA's after-tax cash flow growth could exceed CCU's over time, and it could be more steady, although the opportunities for reinvestment over time might not be as great in the U.S. Fortunately for HBCCA, there is a large Spanish-speaking community just south of the Rio Grande, and it stretches clear to Tierra del Fuego. We have little doubt that there are significant opportunities for HBCCA to pursue south of the border.

With all that said, we believe it is clear that HBCCA should be accorded a multiple in line with CCU, if not exceeding it over time. If this becomes the case, as we expect it will, any investor purchasing stock today is in for one heck of a ride.

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**Conclusion**

We would guess that there are very few times in anyone's career when one can bring their entire massed knowledge of a subject to bear on a problem and see it as clearly as we believe we see HBCCA. The opportunity, in our estimation, is enormous—the downside is minuscule in comparison.

Demographics are working for the shareholder, as are consolidation, excellent management, and financial engineering. Few companies we know of have as much going for them, without the risks of paradigm shifts, i.e., the Internet, or the risks of technological obsolescence.

We believe that attention to cost controls, a fast-growing revenue segment, consolidation of a segment in dire need of it, less expensive interest costs, and further investment opportunities should all combine to provide superior after-tax cash flow growth for years to come.

We are initiating coverage of Heftel Broadcasting with a Buy and a 12-month price target of \$40.

N.B.: CS First Boston Corporation has, within the last three years, served as a manager or co-manager of a public offering of securities for Clear Channel and Spanish Broadcasting and makes a primary market in issues of American Radio and Heftel. Closing prices as of August 10, 1998:

American Radio (AMRO) 34 1/2  
Clear Channel (CCU) 34 1/2, Buy  
Evergreen Media (EVGM) 46 1/2, Buy  
Paxon (PXN) 12 1/2, Not Rated  
Paramount (PMO) 26, Not Rated

KS 024908



**Table 4**  
**Annual Profit and Loss Model**  
 \$ in thousands, except per share data

Hefel Broadcasting Fiscal Year Ended Dec. 31 (\$ '000)	1993A	1994A	1995A	1996E	1997E	1998E
Gross Revenues	14,518	31,685	77,268	90,110	138,432	159,318
Less Commissions	3,187	3,955	8,850	10,368	15,319	17,791
Net Revenues	11,331	27,729	68,418	79,741	123,113	141,527
Station Operating Expenses	11,949	15,885	47,963	55,850	77,056	83,786
Broadcast Cash Flow	4,382	11,843	20,565	23,891	46,057	57,741
Corporate Expenses	2,529	3,454	4,720	4,500	4,600	4,720
Operating Cash Flow EBITDA	5,911	8,391	15,844	19,391	41,457	53,021
Depreciation & Amortization	1,760	1,948	3,587	5,000	12,900	11,821
Operating Income	5,093	6,443	12,257	14,391	30,357	41,200
Interest Expenses	2,312	2,997	6,390	10,141	15,965	14,220
Net Income in Equity of JV	746	616	0	0	0	0
Other Unusual Items	(534)	(3,145)	(548)	(45,800)	0	0
Pretax Income	1,293	917	5,009	(42,550)	14,392	26,980
Reported Tax Liability	272	100	150	(19,121)	4,795	10,519
Extraordinary Items	0	0	0	0	0	0
Net Income	1,021	817	4,859	(23,429)	9,597	16,461
Preferred Stock Dividends	0	0	2,861	0	0	0
Minority Interest	0	(352)	(1,167)	0	0	0
Net Income to Common	1,021	466	831	(23,429)	9,597	16,461
After Tax Cash Flow	4,481	7,765	8,447	9,571	20,497	28,132
Average Shares Outstanding	4,638	5,385	10,805	10,800	17,255	17,380
Net Income Per Share	\$0.59	\$0.13	\$0.45	(\$2.17)	\$0.56	\$1.01
Minority Interest Per Share	\$0.00	(\$0.07)	(\$0.11)	\$0.00	\$0.00	\$0.00
Reported EPS	\$0.59	\$0.09	\$0.34	(\$2.17)	\$0.56	\$1.01
After Tax Cash Flow Per Share	\$0.97	\$0.51	\$0.78	\$0.89	\$1.19	\$1.61
<b>Margin Analysis</b>						
Broadcast Cash Flow Margin	44%	43%	42%	30%	37%	41%
Operating Income Margin	32%	30%	36%	24%	34%	37%
Pretax Margin	14%	3%	18%	-53%	12%	20%
Net Income	13%	3%	11%	-29%	8%	12%
After Tax Cash Flow	21%	10%	26%	12%	17%	20%
<b>% Change Year Over Year</b>						
Net Revenues		29%	33%	17%	54%	15%
Broadcast Cash Flow		26%	42%	18%	92%	26%
Pretax Income		-69%	3443%	-949%	-134%	95%
Net Income		-70%	-275%	-582%	-141%	82%
After Tax Cash Flow		-38%	-462%	13%	114%	38%



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Table 5

Quarterly Profit and Loss

in thousands, except per share data

Hefel Broadcasting - Quarterly P&L	Fiscal Year Ended Dec. 31 (5,000)			
	Q1 1997-E	Q2 1997-E	Q3 1997-E	Q4 1997-E
Net Revenue	22,000	24,000	24,500	22,313
Station Operating Expenses	16,500	20,400	19,600	20,556
Broadcast Cash Flow	5,500	3,600	4,900	1,757
Corporate Expenses	1,100	1,100	1,100	1,100
Operating Cash Flow - EBITDA	4,400	2,500	3,800	667
Depreciation & Amortization	2,000	3,000	3,000	2,900
Interest Expenses	2,750	4,500	4,450	4,265
Other	0	0	0	0
Pre-Tax Income	3,550	4,999	7,850	3,597
Pro-Tax Income	(117)	1,666	1,949	1,296
Minority Interest	0	0	0	0
Net Income	(233)	3,333	3,901	2,396
Extraordinary Items	0	0	0	0
After Tax Cash Flow	1,767	6,333	6,901	3,496
Average Shares Outstanding	17,235	17,235	17,235	17,235
Net Income Per Share	(\$0.01)	\$0.19	\$0.23	\$0.15
Extraordinary Item Per Share	\$0.00	\$0.00	\$0.00	\$0.00
Reported EPS	(\$0.01)	\$0.19	\$0.23	\$0.15
After Tax Cash Flow Per Share	\$0.10	\$0.37	\$0.40	\$0.20
Margin Analysis				
Broadcast Cash Flow Margin	23%	40%	42%	38%
Operating Income Margin	20%	37%	39%	34%
Pre-tax Margin	-2%	13%	17%	12%
Net Income	-1%	10%	11%	8%
After Tax Cash Flow	8%	19%	20%	17%
% Change Year Over Year				
Net Revenue	20%	109%	34%	43%
Broadcast Cash Flow	62%	810%	26%	63%
Pre-tax Income	-75%	-244%	-15%	-109%
Net Income	-84%	-196%	-30%	-111%
After Tax Cash Flow	-1346%	-421%	-2%	-123%

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Table 6

Cash Flow Model

\$ in thousands, except per share data

Fiscal Year Ended Dec. 31	1993A	1994A	1995A	1996E	1997E	1998E
Net Revenues	21,331	20,709	68,218	79,741	102,913	141,557
Broadcast Cash Flow	9,382	11,845	20,255	20,891	43,857	57,741
Operating Cash Flow	6,853	8,391	15,534	19,091	41,257	53,041
Cash Interest Expense	1,752	3,628	5,118	10,141	15,965	14,220
Cash Taxes	4	339	79	(22,121)	795	8,519
Capital Expenditures	670	403	4,011	3,500	2,500	2,750
Other Expenses	3,145	548	45,800	0	0	0
Free Cash Flow	1,282	3,473	(39,474)	28,871	21,997	27,552
Working Capital Needs	3,468	3,381	3,448	960	3,598	1,551
Unlevered Free Cash Flow	302	3,244	(35,654)	42,311	41,070	46,193
Cash For Debt Repayment	(2,186)	92	(42,912)	27,911	18,400	26,001
Beginning Debt			59,259	96,732	135,000	189,600
Acquisitions and Loans			37,473	38,268	73,000	0
Ending Debt			96,732	135,000	189,600	163,599
Average Debt Outstanding	0	0	77,996	115,866	162,300	176,600
Free Cash Flow Per Share	(50.47)	50.02	(\$3.97)	\$2.38	\$1.07	\$1.50



# Heftel Broadcasting

**Table 7**  
**Valuation Model**

\$ in thousands, except per share data

Heftel Discounted Cash Flow				
Weighted Average Share	1,255			
Stock Price	\$36.38			
	Amount	% Of Total	After Tax Cost	Weighted Cost
Debt	189,600	26.57%	4.35%	11.6%
Equity	524,121	73.43%	13.60%	9.99%
Total	713,721		Average	10.4%
Current Yield On HBCCA Debt		7.50%		
Government Bond Yield (30 YR. T-Bill)		7.10%	5.40%	
Equity Risk Premium		5.00%		
Specific Risk Premium To HBCCA		1.50%		
PV of Current Stream		470,217		
PV of Future Stream		610,182	7.5%	
Total Enterprise Value		1,080,399		
Minus Current Debt		189,600		
Equity Value		890,798		
Value Per Share		\$51.63		
Discounted at 20%		\$41.30		
Upside To Target		14.6%		

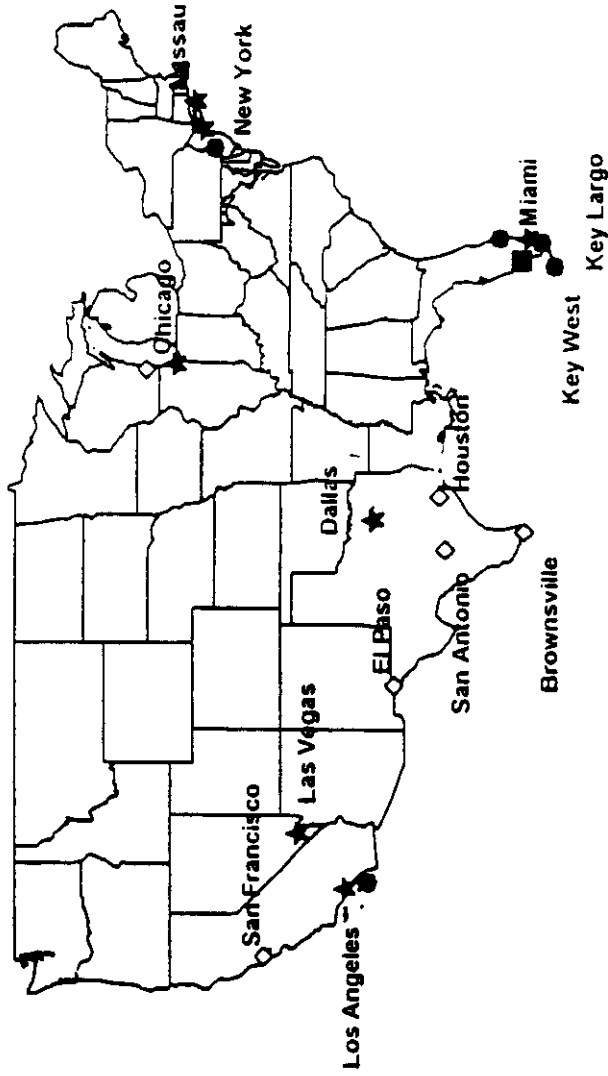
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## Hefel Broadcasting

### Chart 1 Spanish Broadcasting Map

A. Miller & Robinson P. Davis A. & C. Smith Broadcasting



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## Americas

Pulk Avenue Plaza  
55 East 52nd Street  
New York, NY 10055, U.S.A.  
(1) 212 909 2000

Atlanta	(1) 404 656 91W
Boston	(1) 617 556 5500
Buenos Aires	(1) 541 394 3100
Chicago	(1) 312 750 3000
Houston	(1) 713 220 6700
Los Angeles	(1) 213 253 2000

Mexico City	(52) 202 8000
Philadelphia	(1) 215 331 1000
Portland	(1) 207 780 6210
San Francisco	(1) 415 765 7000
São Paulo	(55 11) 322 4862
Toronto	(1) 416 947 2500

## Europe

One Cabot Square  
London E14 4QJ, England  
44 171 516 1616

Amsterdam	(31) 20 575 4444
Budapest	(36) 1 202 2188
Frankfurt	(49) 69 7534 0
Geneva	(41) 22 7070130
Madrid	(34) 1 095 9988
Milan	(39) 2 77702 1
Moscow	(7) 501 967 82W

Paris	(33) 1 40 76 8888
Prague	(42) 2 248 10937
Vienna	(43) 1 512 3023
Warsaw	(48) 2 630 5656
Zug	(41) 41 726 1020
Zurich	(41) 1 335 -220

## Pacific

Shuoyama Hills  
4-34 Toranomon  
Minato-ku, Tokyo 105, Japan  
813 5404 9000

Auckland	(64) 9 302 5500
Beijing	(86) 10 501 4508
Hong Kong	(852) 2847 0388
Melbourne	(61) 3 280 1666
Osaka	(81) 6 243 0789

Seoul	(82) 2 199 7355
Singapore	(65) 226 5088
Sydney	(61) 2 394 4400
Wellington	(64) 4 474 4400

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UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA

MIAMI DIVISION

CASE NO.: 02-21755-CIV-SEITZ

SPANISH BROADCASTING  
SYSTEM, INC.,

Plaintiff,

vs .

CLEAR CHANNEL  
COMMUNICATIONS, INC.,  
and HISPANIC BROADCASTING  
CORPORATION,  
Defendants.

---

100 Southeast Second Street  
Miami, Florida  
January 13, 2003  
1:32 p.m. - 5:41 p.m.

VIDEOTAPED DEPOSITION

OF

JASON SHRINSKY

VOLUME II

1 MS. HARRIS: Okay. I'll ask a couple  
2 questions and we'll go off.

3 BY MS. HARRIS:

4 Q. How long did the meeting in San Antonio last?

5 A. I can't -- I would be guessing because -- an  
6 hour, hour and a half. It wasn't a whole morning or  
7 whole afternoon. I would say hour, hour and a half.

8 Q. Did you meet at Clear Channel's corporate  
9 headquarters?

10 A. Yes, ma'am.

11 Q. How long did the meeting in New York with  
12 Mr. Lowry Mays last?

13 A. I didn't have a meeting with Lowry Mays in New  
14 York.

15 Q. I'm sorry, Mr. Randall Mays. I apologize.

16 A. That's all right.

17 Q. Randall Mays in New York.

18 A. Ten minutes maybe.

19 MS. HARRIS: Let's go off the record so the  
20 videographer can change his tape and we'll continue.

21 VIDEOGRAPHER: Off the video record at 3:41.

22 (Discussion off the record.)

23 VIDEOGRAPHER: ~~We~~ are back on the video record  
24 at 3:43.

25 BY MS. HARRIS:

1 Q. To the best of your recollection, what was the  
2 discussion with Mr. Randall Mays in New York?

3 A. It was pretty fairly brief saying, you know,  
4 "Look, I talked to my father and the number I thought we  
5 could go to we really can't go to. We would be willing  
6 to do it for this. Can you persuade Raul to do it?"

7 And I said, "You know, Randall, there is just  
8 no way." And then Randall explained to me his fiduciary  
9 responsibility, it's a public company and what you have  
10 to do and so forth, and I respectfully listened to what  
11 he said. I said, "Randall, I understand, but there is  
12 just no way." He said, "Okay, then, we'll buy it on the  
13 steps of the bankruptcy court." And we both said ha-ha,  
14 and he left and I left. No punches were traded.

15 Q. So you took Mr. Mays' comment that Clear  
16 Channel would buy SBS on the bankruptcy court steps to  
17 be lighthearted?

18 A. No, I took it to be Randall.

19 Q. What does that mean?

20 A. Randall, in my opinion, has a different  
21 personality than his father and brother. And Randall is  
22 a legend in his own mind, in my opinion, unlike his  
23 father and his brother. And it was principally telling  
24 me, in my opinion, "You don't want to do business my  
25 way, fine. You will eventually do it my way."



1 Q. Isn't it possible that Mr. Randall Mays was  
2 making a light joke?

3 MR. DWYER: Object to the form.

4 A. No. Not in my opinion. I was standing next  
5 to him, and the way he said it, I don't think it was a  
6 light joke.

7 BY MS. HARRIS:

8 Q. Was it possible that Mr. Randall Mays was  
9 referring to a real concern, given the highly debt  
10 leverage nature of SBS at that time?

11 A. No, not in my opinion. The reason being is  
12 that the end of the day, because of something called an  
13 FCC license, it's very difficult, unlike if you owned a  
14 building, to go into the bankruptcy court, if somebody  
15 filed a Chapter 11, and tell the judge, "You should  
16 throw these people out that have been operating it and  
17 let us go forward and we are going to buy it."

18 Heftel attempted to do that. Cecil Heftel  
19 attempted to do that at one time because **SBS** was in  
20 default of some payments to what was originally the Bank  
21 of New England and then became the New Bank of New  
22 England and then became Recoll, one word, Management.

23 And at the end of the day, the law firm for  
24 Heftel explained that, if you are going to do that, they  
25 will go into bankruptcy court and Jason will plead that

1       there is no need to upset them as the trustee and you  
2       will lose and he will win.

3               So, Randall is a very smart guy who had  
4       nothing to do with the debt. It was pretty common  
5       knowledge to people who had taken runs and it was going  
6       to happen.

7       Q.       How did you respond to Mr. Mays' remark  
8       besides saying ha-ha-ha?

9       A.       I said, "Randall, ha-ha-ha, I'll see you. Say  
10      hello to your father for me," which was always my  
11      parting words to him was always, "Say hello to your  
12      father."

13      Q.       Did you interpret Mr. Randall Mays' comment to  
14      be an anticompetitive threat to SBS?

15      A.       I interpreted it to be rather vindictive, and  
16      that's what I reported. I don't think for a minute that  
17      I think it was an anticompetitive threat because **it**  
18      wasn't in that context. I thought it was a vindictive  
19      remark and that's it.

20      Q.       If you will turn now to paragraph 21B?

21               MR. DWYER: Did you say B or D?

22               MS. HARRIS: B as in boy. Following page.

23      A.       Yes, ma'am.

24      Q.       In that paragraph, SBS alleges that Mr. Mays  
25      called Elizabeth Satin of Lehman Brothers and told her



.



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CONFORMED SUBMISSION TYPE: 424B3  
PUBLIC DOCUMENT COUNT 1  
FILED AS OF DATE: 19990602

FILER:

COMPANY DATA

COMPANY CONFORMED NAME:	HEFTEL BROADCASTING CORP
CENTRAL INDEX KEY:	0000922503
STANDARD INDUSTRIAL CLASSIFICATION:	RADIO BROADCASTING STATIONS [4832]
IRS NUMBER:	990113417
STATE OF INCORPORATION:	DE
FISCAL YEAR END:	1231

FILING VALUES:

FORM TYPE:	424B3
SEC ACT:	
SEC FILE NUMBER:	333-42171
FILM NUMBER:	99638869

BUSINESS ADDRESS

STREET 1:	3102 OAK LAWN AVENUE
STREET 2:	STE 215
CITY:	DALLAS
STATE:	TX
ZIP:	75219
BUSINESS PHONE:	2115257700

MAIL ADDRESS

STREET 1	3102 OAK LAWN AVENUE
STREET 2	SUITE 215
CITY	DALLAS
STATE	TX
ZIP:	75219

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PROSPECTUS SUPPLEMENT TO PROSPECTUS DATED DECEMBER 24, 1997

2,000,000 Shares

{LOGO}

HEFTEL BROADCASTING CORPORATION

Class A Common Stock

\*\*\*\*\*

Our Class A common stock trades on the Nasdaq National Market under the symbol "HECCA." On June 1, 1999, the last reported sale price of the Class A common stock on The Nasdaq National Market was \$61.625 per share.

INVESTING IN THE CLASS A COMMON STOCK INVOLVES RISKS. SEE "RISK FACTORS" BEGINNING ON PAGE S-5.

<TABLE>  
<CAPTION>

PRICE TO  
PUBLIC

UNDERWRITING  
DISCOUNTS AND  
COMMISSIONS

PROCEEDS TO  
HEFTEL (1)



THE CLASS VOTE OF OUR CLASS B COMMON STOCK MAY LIMIT OUR ACTIVITIES. Clear Channel Communications, Inc. Currently does not own shares of Class A common stock and therefore is not entitled to vote in the election of our directors. However, Clear Channel does own all of the outstanding shares of our class B common stock, which has certain class voting rights over certain of our actions. As a result, we may not take any of the following actions without the approval of Clear Channel;

- the sale of all or substantially all of our assets;
- any merger or consolidation where our stockholders immediately prior to the transaction would not own at least 80% of the capital stock of the surviving entity;
- our reclassification, capitalization, dissolution or liquidation;
- our issuance of any shares of preferred stock;
- the amendment of our certificate of incorporation in a manner that adversely affects the rights of the holders of the Class B common stock;
- the declaration or payment of any non-cash dividends on any class of our common stock; or
- any amendment to our certificate of incorporation concerning our capital stock.

S-5

<PAGE>

These provisions could have the effect of delaying or preventing a change in control, which could deprive our stockholders of the opportunity to receive a premium for their shares. These provisions could also make us less attractive to a potential acquirer and could result in holders of Class A common stock receiving less consideration upon a sale of their shares than might otherwise be available in the event of a takeover attempt.

Shares of Class B common stock are convertible into shares of Class A common stock, subject to any necessary regulatory consents. Clear Channel would own approximately 28.7% of our class A common stock if the Class B common stock that it held on March 31, 1999 would have been converted on that date. Because of the FCC's cross interest policy, which bars a party that holds an attributable relationship in one or more radio stations in a market from having a meaningful relationship with another radio station in that market, Clear Channel may not presently convert all of its shares of Class B common stock into shares of Class A common stock, although the shares of Class B common stock would automatically convert into Class A common stock if Clear Channel sold the shares to another person.

SALES BY CLEAR CHANNEL MAY AFFECT OUR STOCK PRICE. Clear Channel owns a significant percentage of our common stock. Any direct or indirect sales of our stock by Clear Channel could have a material adverse effect on our stock price and could impair our ability to raise money in the equity markets.

POTENTIAL CONFLICTS OF INTEREST BETWEEN US AND CLEAR CHANNEL. The nature of the respective businesses of us and Clear Channel gives rise to potential conflicts of interest between us. We are each engaged in the radio broadcasting business in numerous markets, and as a result, in overlapping markets we compete with each other for advertising revenues. Clear Channel's television and outdoor advertising operations also compete with us for advertising dollars in overlapping markets. In addition, conflicts could arise with respect to transactions involving the purchase or sale of radio broadcasting companies, particularly Spanish language radio broadcasting companies, the issuance of additional shares of common stock, or the payment of dividends by us. For instance, Clear Channel currently owns a 40% equity interest in Grupo Acir Comunicaciones, S.A. de C.V., one of the largest radio broadcasters in Mexico.

Clear Channel has advised us that it does not currently intend to engage in the Spanish language radio broadcasting business in the United States, other than through its ownership of our shares. However, circumstances could arise that would cause Clear Channel to engage in the Spanish language broadcasting business. For example, opportunities could arise which would require greater financial resources than those available to us or which are located in areas in which we do not intend to operate. Thus, although Clear Channel has indicated that it has no current intention to do so, there can be no assurance that it will not in the future engage in the domestic Spanish language broadcasting business. In addition, Clear Channel may from time to time acquire domestic Spanish language radio broadcasting companies individually or as part of a larger group and thereafter engage in the Spanish language radio broadcasting